

AS B'DCAST

CBS RADIO NETWORK

THE CAMEL CARAVAN

STARRING: VAUGHN MONROE
AND: THE SAUTER-FINEGAN ORCHESTRA

MONDAY, DECEMBER 14, 1953 (TAPED: NOVEMBER 24)

10:00 to 10:30 P.M. EST

ORIGINATION: WICHITA, KANSAS

CUE: (THIS IS THE CBS...RADIO NETWORK)
(.....30 seconds.....)

MUSIC: "HOW MILD". OPENING.....2 BARS AND DOWN

NELSON: From the campus of the University of Wichita in
Kansas - the CAMEL CARAVAN -- starring VAUGHN
MONROE and the SAUTER-FINEGAN orchestra...with
Sally Sweetland...

transcribed and brought to you by CAMEL cigarettes. ; 20

MUSIC: UP TO FINISH....SEGUE TO "MORE PEOPLE" JINGLE.

SINGERS: More people ask for Camels
than any other brand,
More people go for Camels
all across the land!
For Camels are so mild, with the finest flavor yet!
More people smoke Camels (Camels)(Camels)
Than any other cigarette! ; 45

51457 7029

MUSIC: "RACING WITH THE MOON" STATEMENT AND HOLD FOR:

NELSON: Let's say hello to the singing star of our show!

MUSIC: CHORD

NELSON: VAUGHN MONROE!

MUSIC: TO TAG

— APPLAUSE 1:10

MONROE: Thank you. And a warm greeting to all our friends from coast to coast. On this winter evening, the Camel Caravan comes to your house from Wichita -- in the heart of Kansas. We think we should report to you from the middle west, as follows: -- The good people of Wichita haven't finished their Christmas shopping either!

NELSON: Maybe we should all relax -- with a favorite love song of the week -- and Vaughn Monroe to sing it.

"Rags to Riches". 1:30

MUSIC: "RAGS TO RICHES" VAUGHN MONROE

(APPLAUSE) 3:15

3:15

MONROE: This is the first time the Camel Caravan has visited the University of Wichita. And we're certainly happy to be here. These Monday night broadcasts are a real pleasure for all of us. Coming to a new community -- and a new school every week. Talking to students from all over the United States. I don't believe any other show has ever travelled so many miles -- and had the privilege of making so many friends in person.

NELSON: ^{you know, VAUGHN,} It's interesting, ~~that~~ that people from coast to coast agree on the songs they like best. Here in Wichita -- as everywhere this week -- your next song is a big hit. "You Alone". 3:35

MUSIC: "YOU ALONE" VAUGHN MONROE 6:00
 (APPLAUSE) 6:10

NELSON: Vaughn, do you realize there are only a few more shopping days until Christmas?

MONROE: I wish you hadn't reminded me, Wayne!

NELSON: Well, don't feel gloomy about it, old boy -- After all, you've got Camel gift cartons to fall back on! *And this year there are two special Xmas packages*

MONROE: ~~But~~ Wayne, do you realize that the Camels I gave for Christmas last year are still paying off in appreciation?

NELSON: All this from one carton per pal?

MONROE: Oh, it's not that. You see, many of the people I gave Camels to smoked them for the first time when they opened my gift carton. Well, that was the beginning of real smoking pleasure for them and, to this day, they say, "Hey, Vaughn -- thanks for the Camels!"

NELSON: Know what you mean, V. M.! Once a Camel smoker, always a Camel smoker! Try Camels yourselves, my friends -- and try them for 30 days! Make your own 30-day Camel mildness test and see why, for mildness and for flavor-- day after day and pack after pack -- Camels agree with more people than any other cigarette!

7:00

The single carton and the double carton.

MUSIC: INTRO TO "DOODLETOWN FIFERS" RHYTHM UNDER:

MONROE: Yes - it's the theme of the great new Sauter-Finegan Orchestra.

Both Eddie Sauter and Bill Finegan have homes in New Jersey. So - naturally - they've explored the hills of New York State, along the Hudson River. And there they found an actual village, called - Doodletown.

Immediately, the Sauter-Finegan imagination went to work. It seemed to them that little men with long, white beards should appear at night - to march through Doodletown - playing fifes and toy drums. That inspired their theme - "Doodletown Fifers." It began a group of Sauter-Finegan arrangements - called the Doodletown Suite.

Here's the latest to be released - "Doodletown Races." 7:45

MUSIC: "DOODLETOWN RACES" ORCHESTRA 10:50

APPLAUSE 11:00

Seque to "THAT'S AMORE"

tb

MONROE:

For many of our listeners, December is a month when you get out and shovel snow. Maybe - like me - you take your youngsters skating - and your ears and fingers feel like icicles. That could account for the current popularity of our next song. A reminder that somewhere there are hot, sunny days - and romantic, Mediterranean nights -- "That's Amore."

MUSIC:

"THAT'S AMORE".

VAUGHN MONROE

13:55

APPLAUSE

14:05

51457 7034

MONROE: We have here a Christmas card - addressed to you. It says "From Sally Sweetland. Posted on the campus of the University of Wichita in Kansas - on December the fourteenth". The sentiment is seasonal. May we hear it, please, Miss Sweetland? 14:15

MUSIC: ~~"HAVE YOURSELF A MERRY CHRISTMAS" . . . SALLY SWEETLAND~~

APPLAUSE

16:35

16:25

51457 7035

NELSON: Your own 30-day Camel mildness test will tell you the answer!

CLARK: Try Camels for 30 days and see how well Camels agree with you!

NELSON: 30 days of "steady" Camel smoking will show you why, for mildness and for flavor, Camels agree with more people than any other brand!

CLARK: Yes, your own 30-day Camel mildness test will tell you the answer!

MONROE: Boys, you never said a truer thing! Speaking for myself, I've made the 20-year Camel mildness test and I'm looking forward to about forty more!

CLARK: Yes, Vaughn, for "steady" smoking there just isn't any other cigarette to compare with the pack after pack mildness you find in a Camel!

NELSON: Nor the carton after carton flavor you find in a Camel! For mildness -- for flavor -- for pure smoking pleasure - Camels agree with more people than any other brand!

JINGLE: More people ask for Camels than any other brand!
 More people go for Camels, all across the land,
 For Camels are so mild, with the finest flavor yet!
 More people smoke Camels (Camels)(Camels)

More than any other cigarette. 17150

MONROE:

A fine movie for the whole family during the holidays is "The Little Fugitive." The story of a small boy-named Joey - who runs away to Coney Island.

And a fine new Victor record to place under the family tree is "Joey's Theme" - by the Sauter-Finegan Orchestra.

It goes like this --

18:05

MUSIC:

"JOEY'S THEME"

ORCHESTRA

APPLAUSE

21:00

20:50

NELSON: Another new Victor record for your Christmas shopping list is Vaughn Monroe's very latest. Called "Redwood Smoke." Here's the singing star of the Camel Caravan - in person -with a first network performance. Vaughn Monroe and -- "Redwood Smoke."

21:15

MUSIC: "REDWOOD SMOKE" VAUGHN MONROE

APPLAUSE

24:15

24:05

MUSIC: INTRO TO "HAIL WICHITA" DOWN AND OUT UNDER:

MONROE: A comparatively young University -
with a remarkably young President -
that's the University of Wichita.

NELSON: Headlines in a recent edition of the WICHITA EAGLE say:
"New Buildings are added and Faculty Enlarged as
Enrollment Rockets" at the University of Wichita.

MONROE: Progress and growth -that's the story on this fine
campus. And we of the Camel Caravan are proud to salute
you.

NELSON: To 36 year old President -Dr. Harry F. Corbin....

MONROE: To the nearly 200 faculty members....

NELSON: To the alumni....

MONROE: And over three thousand students....

NELSON: Vaughn Monroe and the Sauter-Finegan Orchestra pay
this musical tribute.

24:55

MUSIC: ALMA MATER & "HAIL WICHITA" VAUGHN AND ENSEMBLE

APPLAUSE

27:00

26:50

NELSON:
~~SECRET:~~

Over 200-million Camel cigarettes have been distributed to hospitalized Veterans and to members of our Armed Forces by the makers of Camels! This week, free packs of Camels go to: Veterans' Hospitals, Hines, Illinois, and Long Beach, California; U. S. Naval Hospital, Naval Base, Charleston, South Carolina; all hospitals operated for the U. S. Air Forces in Europe.

MONROE: Enjoy those CAMELS, fellows.....

MUSIC: "LET'S HAVE A CIGARETTE TOGETHER" MONROE

27:35

MONROE: Our thanks again to the University of Wichita for such a warm welcome. To the Yellow and Black and the Shocker teams - our best wishes always.

NELSON: Next Monday night the CAMEL CARAVAN will come your way from the CBS Studios in New York City.

And every Wednesday night, we hope you'll listen to Bill Cullen in Walk A Mile - on the air for CAMELS.

MONROE: Until next Monday - on behalf of Eddie Sauter and Bill Finegan, Sally Sweetland and the Doodlers Quartet, this is Vaughn Monroe saying goodnight.... pleasant dreams and....won't you have a CAMEL?

28:00

MUSIC: "HOW MILD" 2ND 8 BARS AND TAG

APPLAUSE

28:25

CLARK: Prefer a long cigarette? If you do, the makers of Camels want to tell you about Cavaliers, the new king-size cigarette they have blended for you. Cavaliers are extra mild...with a wealth of fine flavor. See for yourself! Light up a Cavalier and inhale... Feel that mildness! Cavaliers give you mildness where it counts -- in the feel of the smoke as you inhale. Yes, feel Cavaliers' mildness...~~taste~~ their fine flavor. And, remember: Cavaliers are king-size, yet priced no higher than leading regular-size brands. Try Cavaliers today!

29:00

MUSIC: "HOW MILD"

NELSON: This program was directed by John Grogan, and transcribed from the University of Wichita.

This is Wayne Nelson saying good-night for Vaughn Monroe and the Sauter-Finegan Orchestra.

29:15

APPLAUSE AND THEME

29:25

29:30